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The Role of Professional Social Work in Social Policy Implementation: Latvia's case.

European Social model, developed with an emphasis on social cohesion, social justice, non-discrimination values opens ways for the participation of social work professionals in the overall building of social welfare. In the very essence being the profession devoted to the social change, social work professionals in diverse national settings are playing crucial role in the implementation of social policy ... in theory. Still, real level of participation varies according to the welfare state model and political mainstream. Conservative or corporate welfare state social policy offers especially wide possibilities for effective community social work. The minor role in this context social work professionals have in liberal welfare state with the strong emphasis on individual responsibility for personal welfare and autonomy, however here there is chance for social work professionals to pose themselves as the innovators. In Latvia social work professionals are involved in all the levels of social policy: as the administrators involved in the formulation of social policy, as social planners in community level and as a resource mobilizers/social problem solvers in micro level. Still, in public opinion much of this work remains invisible or has been even underevaluated. Why this is happening? Does the articulation of the significance of the profession in political documents and laws helps to establish social recognition of the profession? How to give name to already accomplished notable results reached by the professional social work in national and international levels?